

1870  
Telegraph

OFFICE OF

*The Daily and Weekly Telegraph,*

BAY STREET, ONE DOOR SOUTH OF KING STREET,

J. ROSS ROBERTSON,  
JAMES B. COOK

TORONTO, 1st Nov., 1870.

DEAR SIR,

For the information of city Merchants, Manufacturers, and others, who often wish to procure the names of country papers, for the purpose of sending advertisements thereto, we purpose inserting in our daily issue, from time to time during the year, the addresses of the leading weekly papers in Canada. We shall thus furnish our readers with a newspaper directory of the Dominion of Canada. We shall be happy to include your journal in the list. In return for this, and our daily exchange, we ask you to be kind enough to insert our advertisement of the *Weekly Telegraph*, a copy of which is enclosed, six times, together with any editorial notices of our paper you may see fit to favor us with. We are indebted to many of the weekly papers of Canada for many favors, and for the generous treatment we have received at their hands since our paper was started, we express our warmest thanks. It shall be our aim in the future, as it has been in the past, to make all the return we can for favors granted us by our brethren of the weekly press.

Yours fraternally,

ROBERTSON & COOK.

Should you acquiesce in our proposal, please return enclosed envelope, with name of paper and post office plainly written. On receipt of note we shall send you a stereotype block of advertisement by mail or express.